

**Remarks for Secretary John Paul Woodley, Jr.  
Clean Marina Announcement**

**Richmond Centre - January 12, 2001**

On behalf of Governor Gilmore I want to thank each of you for coming today. In particular, I'd also like to thank David Posner and the people from Royal Productions for allowing us to join them as they open the 46<sup>th</sup> annual Virginia Boat Show and for the courtesy preview coming up shortly.

As you know we're here today to announce the creation of a new voluntary water quality initiative, the Virginia Clean Marina Program. Virtually all of the agencies in my secretariat have had a hand in the development of this program. DCR, DEQ, the Sea Grant Program at VIMS, VMRC, DGIF and CBLAD have all played a significant role. The Virginia Department of Health, a sister agency from the Health and Human Resources secretariat has also been a key part of the team. Not coincidentally, these agencies are all part of the Virginia Coastal Resources Management Program. The Clean Marina Program is a great example of the coastal network in action.

Funding for the Clean Marina initiative is provided by the Virginia Coastal Program through a grant coordinated by DEQ

and DCR from the National Oceanic and Atmospheric Administration.

But this program would not be what it is without some other special partners coming to the table. The Tidewater Marine Trades Association, the Chesapeake Bay Yacht Clubs Association, the Virginia Association of Marine Industries and marina operators from both the public and private sectors helped put this new program together and will play a vital role in making it a success.

I'm pleased to announce this partnership that promotes environmental stewardship through education and technical support. This type of voluntary water quality stewardship effort incorporates Governor Gilmore's top environmental priorities and will help ensure Virginians will always be able to enjoy our waterways.

So what is the program that came from this partnership?  
What is the Virginia Clean Marina Program?

In short, it is an effort to encourage marina operators and recreational boaters to become more environmentally aware. Through education and technical assistance we will work with

marinas to encourage their use of best management practices that reduce and prevent pollution. These are practices that go beyond compliance with existing regulations. They address areas such as:

- vessel maintenance and repair
- petroleum storage and transfer
- sewage disposal
- solid, liquid and hazardous wastes
- and stormwater runoff

A guidebook entailing these BMPs has been developed and is being printed. We have a few copies for your review here today and it will soon be available for viewing over the Internet.

Marinas that are doing their part in the program will be designated as “Virginia Clean Marinas.” Marinas can receive this designation by meeting criteria found in the guidebook. Those that cannot initially meet these conditions can receive assistance from the VIMS Technical Assistance Program.

Marinas receiving the designation will also be recognized with “Environmental Enterprise” status in the Virginia Environmental Excellence Program. This offers incentives to

encourage the adoption of environmental management systems and pollution prevention efforts.

Virginia Clean Marinas can advertise their designation and use the new program logo. Studies have shown that marinas recognized as environmentally friendly enjoy higher occupancy rates.

Other anticipated benefits of this effort are:

- ◆ Saving money by reducing the waste stream and costs for waste disposal.
- ◆ Regional cooperation with Maryland, DC, North Carolina, & Delaware to provide consistent information to transient boaters.
- ◆ Identifying and providing technical and financial resources to assist marinas in achieving “Clean Marina” designation.
- ◆ Eligibility for immediate membership in the voluntary pollution prevention effort, Businesses for the Bay, offering business-to-business environmental mentoring services.
- ◆ On-site “compliance assistance” from DEQ’s waste regulatory programs. This will be offered to the marina industry on a limited basis with full assurance that no immediate enforcement actions will be taken as long as the facility is committed to correcting identified problems.

Those are some of the program's advantages for participating marinas. What will this mean for the people of Virginia?

Well, we have just been notified the establishment of this voluntary program was a key element in the federal government approving Virginia's Coastal NPS Pollution Control Program. This will secure valuable federal funding from EPA and NOAA for water quality improvement throughout the Commonwealth.

More importantly, the program will have a direct impact on reducing pollution going into our coastal waterways.

As Virginians we are extremely fortunate to have spectacular, world-class resources in our coastal areas...with over 5,000 miles of tidal shorelines.

We recognize the special needs of our coastal areas as they deal with the constant increase in the number of people enjoying our waters. The **1996 Virginia Outdoors Plan** reported that 43 coastal localities experienced 15 million boating activity days annually. Another way of saying this is that people from or visiting these areas took 15 million separate recreational boating outings.

The **2001 Virginia Outdoors Plan** will report that 21 million such activity days or outings were experienced in 2000.

The enjoyment of each experience on the water depends on healthy resources. Boaters want to swim and fish and enjoy our waters. Marinas are critical portals to our water resources and have a unique opportunity to directly influence the activities of this growing number of boaters.

As evidenced by their work in helping develop this program, many marina operators understand the role they can, and must, play in protecting our coastal resources. With its focus on educating willing stewards of our resources, this new program fits well with Virginia Naturally, our continuing campaign to promote life-long learning about Virginia's environment.

We're already extremely pleased with the response we're receiving from marina operators in both the public and private sector.

In fact at this time we have several marina operators who wanted to be among the first to join with us in this cooperative effort and pledge their operations to become a Virginia Clean Marina. So we are asking them to join representatives from

participating state agencies and me in signing **The 2001 Charter Virginia Clean Marina Pledge**. In part, the pledge reads:

*The Virginia Clean Marina Program promotes the voluntary adoption of measures that prevent or reduce pollution from marinas, recreational boats and public access areas. Operations that adopt these measures and are designated as a 'Virginia Clean Marina' will be recognized as environmentally responsible.*

*We pledge to do our part to improve and maintain Virginia's waterways by keeping them free of harmful chemicals, excess nutrients, and debris.*

At this time, I would like to ask Jack Frye to come back up to the podium to assist with the signings...

(Secretary Woodley would be the first to sign. At this point the Secretary can call Jack Frye back up to the podium to assist with the signings. Jack can call out the names, Secretary Woodley will greet each one, shake his/her hand for a photo, watch them sign, then greet the next. We'll ask that each stay after the ceremony for a brief photo op with the large pledge.)

Thank you again on behalf Governor Gilmore and the entire Commonwealth. Enjoy the boat show and join us for a lunch at noon to hear more details on the Clean Marina Program.